



**Alerta de Artículos Recientes 11-10 November
Educación, Bibliotecas y Tecnologías de la Información**

THE CONDITION OF LIBRARIES: 1999-2009. American Library Association (ALA).

This report presents U.S. economic trends (2009), and summarizes trends in public, school and academic libraries across several library measures, including expenditures, staffing and services. The report also highlights trends in services provided to libraries by library cooperatives and consortia. "This report was prepared to inform and assist library leaders as they plan in these very difficult times," said ALA Executive Director Keith Michael Fiels. "It succinctly brings together diverse strands of data from the past decade to provide a useful benchmark for the library community and its advocates."

Full Text: http://www.ala.org/ala/research/initiatives/Condition_of_Libraries_1999.20.pdf

THE STRONGEST LINK: LIBRARIES AND LINKED DATA

Since 1999 the W3C has been working on a set of Semantic Web standards that have the potential to revolutionize web search. Also known as Linked Data, the Machine-Readable Web, the Web of Data, or Web 3.0, the Semantic Web relies on highly structured metadata that allow computers to understand the relationships between objects. Semantic web standards are complex, and difficult to conceptualize, but they offer solutions to many of the issues that plague libraries, including precise web search, authority control, classification, data portability, and disambiguation. This article will outline some of the benefits that linked data could have for libraries, will discuss some of the non-technical obstacles that we face in moving forward, and will finally offer suggestions for practical ways in which libraries can participate in the development of the semantic web.

Full Text: <http://www.dlib.org/dlib/november10/byrne/11byrne.html>

THE HORIZON REPORT 2010

The annual Horizon Report describes the continuing work of the New Media Consortium's Horizon Project, a qualitative research project established in 2002 that identifies and describes emerging technologies likely to have a large impact on teaching, learning, or creative inquiry on college and university campuses within the next five years. The 2010 Horizon Report is the seventh in the series and is produced as part of an ongoing collaboration between the New Media Consortium (NMC) and the EDUCAUSE Learning Initiative (ELI), an EDUCAUSE program.

Full Text: <http://wp.nmc.org/horizon2010/>

WHEN TECHNOLOGY MAKES HEADLINES: SOCIAL TRENDS AND NEW DEVICES GARNER GREATEST ATTENTION FROM THE MSM. Pew Research Center's Project for Excellence in Journalism. September 27, 2010.

The mainstream news media have offered the American public a divided view of how information technology influences society, according to the new study. Over the past year, messages about the promise of technology making life easier and awe about new gadgets have vied in the news with worries about privacy, child predators, shrinking attention spans and danger behind the wheel. The most prevalent underlying message about technology's influence has been upbeat, the notion that technology is making life easier and more productive.

Full Text:

<http://bit.ly/a3v7Ab> [HTML format, various paging].

Sproles, Claudene GOVERNMENT INFORMATION: KEY ONLINE AND PRINT RESOURCES (Choice, vol. 47, no. 12, August 2010, pp. 2231-2241)

The author, a government documents librarian at the University of Louisville, notes that U.S. government information is relevant to a wide range of science and humanities curricula, as well as many facets of everyday life. At some point, students, researchers and the general public will encounter government information, whether it be income-tax forms, Social Security applications or Census Bureau statistics. In the past decade, the format and distribution of such information has changed; many print publications, including standard reference sources, have ceased altogether, or they are now issued in conjunction with their electronic version. The main U.S. government site was GPO Access, created in 1994 by the Government Printing Office (GPO), to provide government electronic information but in 2009, GPO released Federal Digital System (FDsys), with an enhanced digital content management system. This essay attempts to locate some of the most common government information sources.

Rosen, Jeffrey THE WEB MEANS THE END OF FORGETTING (New York Times Magazine, July 25, 2010, 30-37, 44-45)

The author, a professor at George Washington University, notes that legal scholars, technologists and cyberthinkers are wrestling with the first great existential crisis of the digital age -- the impossibility of erasing your posted past. For most users, this includes regrettable activities or photographs posted on sites such as Facebook and MySpace that are now an embarrassment, best left forgotten. But how to do this? Cyberlaw expert Jonathan Zittrain believes that the law should permit people to declare 'reputation bankruptcy' every decade or so, wiping out certain categories of personal information online, especially if it can be viewed by future employers and groups with whom an individual may later have to connect. One solution comes from the University of Washington which is developing a technology called Vanish that makes electronic data, such as e-mail messages and photos and text posted on the

Web, 'self-destruct' after a specified period of time. Currently available online at <http://www.nytimes.com/2010/07/25/magazine/25privacy-t2.html>

JOB SEARCH ON THE INTERNET, E-RECRUITMENT, AND LABOR MARKET OUTCOMES. RAND Corporation. Farrukh Suvandulov. September 29, 2010.

Over the past decade, the Internet penetration rates have been on a sharp rise. The Internet has significantly changed the job application process and improved the channels of communication between employers and job-seekers. Yet despite significant interest in the topic, past studies offer little evidence on the role of the Internet in the job search process and its impact on labor market outcomes. The study uses cross-sectional and panel data from the United States, Germany, and South Korea, as well as a U.S. Army personnel dataset to look at the impact.

Full Text:
<http://bit.ly/c09wmW> [PDF format, 143 pages].

ONLINE MEDIA IN JAPAN TODAY: SEIZING BUSINESS OPPORTUNITIES IN A FAST-CHANGING ENVIRONMENT. Nielsen. Web posted September 29, 2010.

According to the report, Japan shares one important thing with just about every other country: given how consumers around the world are spending more and more time online, everyone is wondering why it is taking so much time for companies to allocate more of their marketing budgets to this channel. Old habits die hard and given how important TV advertising has been to all major marketers for some time, especially in Japan, dramatically shifting established media spending practices to online, is not easy.

Full Text:
http://en-us.nielsen.com/content/dam/nielsen/en_us/documents/pdf/Social%20Media%20Reports/Japan-Internet-Report.pdf [PDF format, 21 pages].

2010 KIDS & FAMILY READING REPORT: TURNING THE PAGE IN THE DIGITAL AGE. Scholastic and Harrison Group. September 29, 2010.

The children age 6 - 17 and their parents share their views on a wide range of topics regarding reading in the 21st Century. The study finds that from age 6 - 17, the time kids spend reading books for fun declines while the time kids spend going online for fun and using a cell phone to text or talk increases. Parents express concern that the use of electronic and digital devices negatively affects the time kids spend reading books (41%), doing physical activities (40%), and engaging with family (33%).

Full Text:
<http://bit.ly/bQvAUz> [PDF format, 56 pages].

ONLINE PRODUCT RESEARCH. Pew Internet & American Life Project. Jim Jansen. September 29, 2010.

The commercial use of the internet by American adults has grown since the mid-2000s, with 58% of Americans now reporting that they perform online research concerning the products and services that they are considering purchasing. That is an increase from 49% who said they conducted product or service research online in 2004. Moreover, the number of those who do research about products on any given day has jumped from 15% of adults in September 2007 to 21% in September 2010.

Full Text:
<http://bit.ly/dkTZmQ> [PDF format, 12 pages].

PREPARE AND INSPIRE: K-12 EDUCATION IN SCIENCE, TECHNOLOGY, ENGINEERING, AND MATH [STEM] FOR AMERICA'S FUTURE. President's Council of Advisors on Science and Technology. September 2010.

America is home to extraordinary assets in science, engineering, and mathematics that, if properly applied within the educational system, could revitalize student interest and increase proficiency in these subjects and support an American economic renewal, according to the report.

Full Text:
<http://bit.ly/95sBNW> [PDF format, 130 pages].

AN OBAMA QUOTE STOKES THE BLOGSPHERE. Pew Project for Excellence in Journalism. September 30, 2010.

A new book by Bob Woodward examining the Obama Administration's internal debate over the Afghanistan war triggered a torrent of criticism of the president by conservative bloggers last week. From September 20-24, more than one-third (35%) of the news links on blogs were about Woodward's book, Obama's Wars, making it the week's No. 1 subject, according to the survey.

Full Text:
http://www.journalism.org/index_report/obama_quote_stokes_blogosphere [HTML format, various paging].